



How we use your information to carry out our marketing activities to keep you informed on First Ark Group and our preferred partners, products and services. This may include using your home address, email, and telephone numbers.

We will use this type of marketing in a manner which is compliant with the Data Protection Act 1998 and Privacy Electronic Communications Regulations and we will check the Mailing Preference and Telephone Preference service before we carry out marketing services.

This may include sending you our company newsletter which will have information about our company's news, services and other partners who we have paired up with to offer service. Using your home and contact details to provide you a direct way to be contacted and share information with you about the services we can deliver to you. This activity is called an automatic opt-in, you may opt-out at any time by contacting **marketing@firstark.com** or call us on **0800 561 0007**. This type of activity can also help you receive important promotional/marketing messages which may interest or help you. You cannot opt-out of the use of your information for operational purposes, examples of this is to receive important information about your relationship with First Ark Group for example, repairs tenancy or leaseholder services etc.

We may use your telephone number that you have provided us to keep in contact with you by text. When we send SMS/text messages, there may be someone in your household who may read the message before you are able to. You may like to inform the people who live with you that you may receive text messages from time to time.

Operational SMS/text messaging and calls

If you supply us with your telephone contact details, we may use them to call or send you operational text messages.

Examples of operational text messages include:

- Confirming a repair and/or a time and date for a repairs contractor to visit
- Confirming a home visit
- Sending a reminder about an appointment
- Asking you to contact a named person
- Promotional and marketing SMS/text messaging and calls

Our promotional or marketing SMS/text messages can benefit you by giving you information about our own services and those provided by approved third parties (such as companies or groups we work with).

Representative examples of the promotional or marketing text messages which we may send you include:

- Helping you if you have money worries, through advice, guidance and appropriate referrals to support agencies
- Promoting services that may interest you, including supporting families with young people not in education, employment or training
- Supporting families affected by anti-social behaviour
- Giving you information on energy, heating or water saving services
- Telling you how you can get advice on setting up your own business
- Inviting you to take part in telephone surveys
- Access to work readiness programme or employment training or employment opportunities
- Activities to help bring communities together

When you supply your telephone contact details, you can ask us to either send or not send promotional and marketing SMS/text messages. You can opt-out of receiving these types of SMS/text messages by responding to messages with: OPT OUT, by e-mailing **marketing@firstark.com** or by calling us on **0800 561 0007**.

Sharing your telephone number with third parties

We may pass your telephone number to third parties so that we can meet our contractual obligations with you. We may also share your telephone numbers if we are required to by law. In doing so we will comply with the Data Protection Act 1998.

We may supply the details to our approved marketing or third party contractors who are delivering or performing services on our behalf, and these companies must not use your information for any other purpose. We never share or sell your telephone numbers to telesales/marketing companies.